



6525 Gunpark Drive, Suite 370-249, Boulder, CO 80301 | Phone: 303-350-3990
Fax: 303.351.5217 | www.SethChernoff.com

PRESS KIT

Manual For Living: REALITY, A User's Guide to the Meaning of Life

SUCCESS BY THE NUMBERS:

1. **Over 42,000 = Sales/Kindle/Itunes Downloads**
 - a. ZERO = Returns from stores in the first 12 months
2. **Over 150 = Radio Show Interviews**
3. **Over 125 = Independent Bookstores stocking Manual For Living plus Barnes & Noble and Costco**
4. **SethChernoff.com = Over 50,000 Unique Visitors, 70,000 Page Views**
5. **Database = 4,000 Twitter Fans, 3,000 Linked-in Connections, 2,000 Facebook Fans (Personal+Fan Page), Email list of 5,000.**
6. **Lectures and Major Book Signings = BEA - Book Expo America (2011), International New Age Trade Show (2011), WholeMan Expo (2011), and others.**
7. **Awards - 1st place New Mexico Book Awards (New Age), Finalist USA Book Awards, CEPA Book Awards.**

Marketing – Nationwide Media Blitz including Print, Radio and Television. Nationwide Author Appearances, Social Media, Online Marketing, Radio Shows, Book Signings, Costco, Events, etc.

Warwick Associates - retained to coordinate book launch events, national radio, TV and satellite media tours, print media placement, and nationwide author appearances.

Manual for Living: REALITY, A User's Guide to the Meaning of Life

By Seth David Chernoff

BOOK SUMMARY

The *Manual for Living: REALITY* is here to assist you in understanding and choosing a life fulfilled over a life of mediocrity, desperation, pettiness, or even worse, no life at all. When life is amazing, fulfilling, and spectacular, this *Manual* may gather dust; however, when you are faced with hurdles, challenges, and pain, it may help you persevere and be of service to those who await your guidance. The *Manual for Living* is a guide to support all beings in truth; to help us turn toward courage, honesty, integrity, and love; and to make conscious decisions that will ultimately guide us to true happiness and fulfillment.

Whether our path is direct or circuitous, our destinations are constant; the eternal continuance of time combines with the temporal aspect of our physical existence.

The *Manual* is a user's guide to the meaning of life; it is a guidebook to balance and connection, intimacy and relationship, peace and love, evolution and fulfillment. What we desire cannot be "obtained," for it can only be experienced--the result of a life of commitment and service. Can we achieve lasting happiness? Can we find fulfillment or obtain true love? What exactly is a spiritual life, an inspirational life, a fulfilled life? What really is possible in life? Can we have it all?

The *Manual* will help you find clarity and assist you with connecting to your inner guidance--thus opening the gateway to an intentional life--a chosen life that is joyful and fulfilled. Few people on Earth possess the answers to life's simplest questions because in truth, answers are granted only to those with literacy in a language all their own.

Inquiry and curiosity become the lifeblood of the living--the keys to assist us in our personal journey. We stay the course, learning through our environment and life experiences, challenges and opportunities. An individual's inquiry may actually safeguard against the very answers he or she seeks; the questions themselves being an indicator of the quasi-destination. We journey through the spiral of human evolution toward an existence of contemplation, verbalization, connection, contribution, service, fulfillment, and happiness.

In life, answers often result only in further inquiry; the meaning we seek is found in the journey itself.

The answer to life's meaning is different for every one of us and dwells somewhere deep within the epicenter of our being. We are in control of our heart, mind, and soul, and therein resides the core truth of existence. In large part, we are all identical, sharing similar core needs, wants, and desires. Inevitably, we will struggle with the same core issues and challenges. The greatest commonality of all humanity is that of life itself and its finality.

The *Manual's* purpose is to help you find true happiness, understand why you are here, and discover your true purpose in life. Challenge your beliefs and assumptions, and find your inner voice and truth in the process. Create the life you've always wanted by overcoming the obstacles before you, finding courage in the face of fear or adversity. Find the joy and magnificence in all things, and discover a new level of gratitude for everything that you have been given. Learn how to be fully in the moment and to let go of everything that stands in your way. Ease your pain, suffering, and struggle while embracing and overcoming the lessons before you. Encounter true balance, eternal happiness, and a powerful connection to your source. Learn to coexist and to function successfully on this physical plane without scarifying your spiritual core. Find true happiness on your path, and achieve everything you believe is possible.

Opportunities are endless when we choose to take risks and become present in our life.

The *Manual* is a practical guide to the hidden truths in life so you can better understand why we do what we do and live the way we live. Realize the basic truths to life and learn pearls of wisdom to guide your way. Understand the game of life and the role we play, individually and collectively, as physical and spiritual beings of service to the greater good of humankind. Discover answers to life's most troubling questions and the meaning behind our eternal search. Allow yourself to fully experience your spiritual journey of enthusiastic selflessness and the pride in giving, focusing your attention and manifesting your reality through continuous evolution.

We all have much in common, yet we often feel so distant from one another.

In truth, we are all one in the same, regardless of intellect, age, race, creed, or dialect. No matter how much we contest this truth, there is little difference between us except how we have chosen to experience this lifetime. Life seems easier when we live as turtles, hiding in the shadows and emerging to seek nourishment, prosperity, and fulfillment, only to retreat into the protection of our shell when we realize that what we seek cannot be found outside of ourselves. Seldom are rewards granted to those who hide from the world and its associated challenges and opportunities.

Title: *A Manual for Living: REALITY, A User's Guide to the Meaning of Life*

Pub Date: June, 2010

Author: Seth David Chernoff

Publisher: Spirit Scope Publishing

ISBN-10: 098-4093-095

ISBN-13: 978-0984093-090

List Price: \$15.95

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Category: Spirituality, Mind, Body & Spirit, Self-Help

Rights: World

Seth David Chernoff

Author Bio



Seth David Chernoff is a two-time cancer survivor, an award-winning author, a gifted public speaker, highly successful marketing professional and founder of multiple companies. He is the author of *Manual For Living: REALITY*, and his new book is *Manual For Living: CONNECTION, A User's Guide to the Meaning of Life*. His work has been featured in *The Wall Street Journal*, *Chicago Tribune*, *San Francisco Chronicle*, *Popular Mechanics*, *Business Week*, *USA Today*, and nationally and internationally on TV and Radio. For more information please visit <http://www.SethChernoff.com>.

RADIO INTERVIEWS:

Some of the radio shows Seth David Chernoff was featured on to promote *Manual For Living: REALITY*:

- * DR. BUNNY SHOW, KKZZ 1400 RADIO
- * Dayna Winters, ISIS Paranormal Investigations
- * Monique Chapman, Raise Your Intuition IQ and Walking with Spirit
- * MIGHTY MESS – Live Radio Interview
- * Manual For Living Interview Featured on The Author Show
- * CHUCK KRAMER MORNING SHOW – Live Radio Interview
- * Health, Wealth and Happiness Radio with Gary Pozsik
- * Radio interview with Cynthia Drasler, Healthy Living is Easy Radio
- * AM OCALA WOCA RADIO/Ocala, Daytona Beach, Florida
- * PRIME TIME LIVE – Live Radio Interview
- * Interview on CBS Radio – John Carney Show to discuss Bishop Eddie Long
- * STRATEGIES FOR LIVING KEEL AM 710/Shreveport, Louisiana
- * THE VALDER BEEBE SHOW KKVI FM/Dallas/Ft. Worth Texas – Taping Only
- * MAURY’S MARKET WERE Radio/Cleveland, Ohio
- * THE HOUSE OF BOUGE WITH KIM AND JIM KQLX RADIO/Fargo, North Dakota
- * Transformations with Tara Sutphen (LIVE)
- * LIVE Radio Interview with Jennifer Wallerstein
- * Wellness TakRadio with Host Kris Costello – Santa Barbara County, CA
- * Interview on KGNU Radio with Mat Smith
- * THE MORNING SHOW LIVE WELL SEGMENT WINA 1070am / Charlottesville & Richmond VA
- * Radio Interview with Nancy T. Ferrari, Health & Wellness Advocate
- * LIFE LINE with host Anne Holliday WESB AM 1490/Buffalo, NY & parts of Pennsylvania
- * LIVE Author Lecture Event and Book Signing – Boulder Bookstore, Colorado
- * HALTH NOTES KFAI RADIO/Minn/St. Paul MN
- * Interview on the Michael Ray Dresser Radio Show
- * Interview on The Christopher Gabriel Program, Fargo, ND
- * Law of Distraction and Interruption Internet Radio Show
- * Radio Interview on Live Your Best Life Radio with Tamara Grant
- * THE LOW DOWN WDVR RADIO/New York City, NJ & Philadelphia
- * ALVIN AUGUSTUS JONES SHOW WCBQ AM 1340/Raleigh/Durham, NC
- * THE MARK WAYNE SHOW WICH AM/Hartford, CT, New London, CT
- * Heart of a Woman Radio Show, Heart of a Man Segment Interview
- * TRON IN THE MORNING KCMM AM1530 – Colorado Springs, CO
- * THE NEAL STEELE SHOW WXGM RADIO, FM99.1 /Norfolk, Virginia
- * THE BOB CUDMORE SHOW WVIL RADIO
- * YOUR SECOND 50 YEARS with host Heidi Headley WTTB RADIO
- * Voice of the People Radio
- * TOTAL HEALTH KCTE 1510 AM/Kansas City, MO & Kansas City Kansas
- * Interview on the Intuitive Life Network
- * Interview with Jamie Havican on Inception Radio
- * Interview on WKRP Radio with Elaina McMillan, CHt. – BringBackThatSpark.com
- * The Kovacs Perspective Internet Radio Talk Show
- * Live Interview with Steven Diamond on Stop Stressing Now
- * COFFEE TALK with host Doug McDowell KBKW AM 1450/Seattle, Tacoma, Washington
- * Living with RSD – Matrix Radio Show with Trudy Thomas
- * AND MANY MORE!

For Immediate Release
Media Contact: Spirit Scope Publishing
Books@SpiritScope.com
303-350-3990
www.SpiritScope.com

Reality Bites: Cancer Survivor Leads the Way to Life's Purpose and Fulfillment

"Manual for Living: REALITY, A User's Guide to the Meaning of Life is a cancer survivor's plea to his readers to live their life to the fullest through the power of family, love, peace, changing one's life for the better and being prepared for death. This book should be fully embraced by those who have lost their way."

Midwest Book Review

Boulder, CO (August 3rd, 2010) — By facing death as a two-time cancer survivor, Seth David Chernoff learned to experience the fullness of life. In his award-winning new book, *Manual for Living: REALITY, A User's Guide to the Meaning of Life*, he offers straightforward guidance for achieving lasting happiness, overcoming fear of death and finding true purpose.

He has lived his message, and pulls no punches as he writes about the hard subjects of death, illness, fear, finding balance, our toxic environment, our perception of what is real, our finances, and our need to accumulate. He deals with change and major transition, living in the "now" and so much more by answering the questions:

- § *Why are we always in such a hurry? Can we really micromanage our life?*
- § *Are our physical ailments caused by frustration, anxiety or stress?*
- § *Why is it such a challenge to maintain inner peace?*
- § *Why doesn't hard work always equate with results or fulfillment?*
- § *Why do we allow ourselves to suffer?*
- § *Why aren't we guaranteed happiness?*
- § *How can we find true fulfillment and lasting happiness*
- § *What exactly is a spiritual life?*
- § *What is the meaning of life?*

The author recommends reading a single chapter at a time as a guide to the current demands of our life. Because *Manual for Living: REALITY* covers so many topics that vitally concern our lives, this approach makes sense, especially if we are facing the final journey, or have a loved one

who is going through a reversal or transition.

Chernoff writes, “*We each have a path and purpose in life, a destiny as unique as our own fingerprints, yet we often live lives of petty obscurity and quiet desperation, ignoring our truth. It is our prerogative to find our purpose and fulfill it. The end of one’s life is not as devastating as the loss what could have been, of the dreams left unfulfilled and passions undiscovered.*”

About the Author:

Seth David Chernoff is an award-winning author, two time cancer survivor, a highly successful marketing professional and founder of multiple companies featured in *The Wall Street Journal*, *Chicago Tribune*, *San Francisco Chronicle*, *Popular Mechanics*, *Business Week*, *USA Today*, on radio stations across the nation, and on ABC and PBS TV.

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Manual For Living: REALITY

Endorsements and Book Praise

“I am a firm believer that when a person is ready, the teacher will appear, my teacher appeared when I picked up the *Manual for Living!* I have struggled with depression, addictions of all sorts and wounds from the past that still hurt me today. I have been searching for inner peace my whole life. I got great comfort and many questions answered from the *Manual for Living*. I have started picking it up when I am feeling “lost” and I have not been disappointed with the message that I receive. The book made such an impression on me I drove 1,000 miles to meet Seth. What a wonderful soul he is! ... Seth lives his message and it is clear to see that when you are around him. I have given this book away to over 10 people and I will continue to give it away because I believe in the message it holds.” – **Kim (Texas)**

“Thank you for sending me your book and all I can say is WOW as well! I can hardly put it down... Simplistic, thought provoking, profound and inspired are just a few of the words that come to mind. I KNOW this will be one of my “manuals for living” that I will wear out! Thank you and abundant blessings to you!” -**Melissa M.**

“Here is your reality bible. You need to get it...I think your book hits a home run.” -**Rob Kingsbury on Total Health Radio, 1510AM**

“Your book is my favorite book I have read in ages. You have done a justice to us all by writing it.” -**Steve – The Kovacs Perspective Radio Talk Show**

“All books are read differently. Some books allow me a fast tumble. Other books are slow and easy like a merry go round. Then, a few books are so poignant and practical I find myself not wanting to end the book but to stop in the middle and begin the book again. This is in hopes that I haven’t missed an important statement or question. *Manual for Living* by Seth David Chernoff is this type of book. The words in the book are powerful. There are practical steps on how to handle life. This book could only have been written by a man who has faced life as an adventure. He has looked a deadly shark right in the eye. I knew this once I read about his life’s journey.

In my heart I want to take this book everywhere I go: to read before going to bed, to a dentist appointment, to a picnic where there is a large tree to shade me, a pond splashing with fish and birds singing. It is a book that I do not wish to end. Books like this are rare. Where will I find the next one? On almost every page is a quote to remember or note down about death, time, obstacles, living in the present, what truly matters in life, etc.

This is my way of saying the *Manual for Living* by Seth David Chernoff is a book special to me. I want to make its words a part of my life. It is spiritually remaking my life along with my Holy Bible. If you have the chance to pick up this gold mine to read, please do. It is saving me from wasting more time in my life. It is saving me from the fear of death. It is helping me in so many ways.” -**Read With Tea Book Review Blog**

“*Manual For Living* is more than that: it is a window to a fresh, new, hopeful vision for what it means to be human. Read it slowly, and feel the world shift inside you. A unique blend of practical and spiritual wisdom from a fresh new voice that needs to be heard.” -**Mark Gerzon, Bestselling Author**

“Seth Chernoff has written a wonderful, thoughtful and compassionate book. It goes to the heart of what it is to be human. He speaks from deep personal experience. We highly recommend *Manual For Living – Reality ... Drink from its wisdom!*” -**Ed & Deb Shapiro**, authors *BE THE CHANGE – How Meditation Can Transform You and the World*

“Seth David Chernoff’s *Manual For Living: Reality* is a true manual on how to live one’s life to the fullest. Everyone has the sense that it is necessary to reinvent one’s self after a divorce or loss of employment, to mention a few. However, many people do not realize that it is possible to live a quality life at all times. People should be conscious of how they live their lives every day, and not just when everything goes wrong. *Manual For Living* is a spiritual guide that is best read in smaller sections. In fact, even the author discourages reading it from cover to cover. Each chapter offers advice, questions for self reflection, answers and suggestions for fulfilling a life’s purpose in a spiritual way.

I found the book to work for me as it put everything in my life into a greater perspective. I found a quiet time and place to read the book on a regular basis. *Manual For Living* is a guide to finding balance and reconnecting with your spirit. Some people are likely to be uncomfortable with the exercises suggested in the book. Their lives are busy, and they feel that they don’t have the time, energy or reason to reconnect with themselves. But the author feels this exercise is essential to living a better life, and he is correct – it is mandatory to getting it right. I have to admit that I was happier after reading *Manual For Living*. It showed me that there were simple moments of happiness that I had missed along the way. These were not necessarily milestones, but the common and everyday moments that are truly the most special, and which make up the best memories over time.

I’d recommend this book to everyone.” – **Luxury Reading (Poppy)**

Top Ten Reasons Why *Manual For Living* Is a Great Book!

1. It reminds us that “The present moment is all that exists, and is the only moment that ever will.” (p. 63)
2. An important truth that we’re only just beginning to realize “How long will it take for us to realize that we are merely stewards of this beautiful world in which we live?” (p. 89)
3. Living a life without drama! “Life without drama is simplicity...However, in simplicity, we find all that we require in life.” (p. 93)
4. Blaming God for our mistakes is just wrong. “We cannot blame a higher power for the choices we make that create the situation in which we find ourselves.” (p. 105)
5. Are we living the life we’ve been given? “What matters most is the quality of our life; the life we live in the time we have been allotted.” (p. 156)
6. The past v. the present. “Don’t we realize that we need to let go of the past in order to move into the present?” (p. 157)
7. Keeping up with the Jones’. “We use others as the benchmark for a balanced and healthy lifestyle, and by looking outside of ourselves, we will always find what we are lacking in our own life.” p.190
8. How can we be happy? “True happiness is fulfillment from the inside out.” (p. 196)
9. Again, is it right to be stuck on what’s happening with the Jones’? “We all seem to have the answers for everyone else’s life but rarely for our own.” (p. 211)
10. Giving. “We can serve others without taking on their pain. We can give to others without absorbing their suffering. We cannot carry another’s burden just as we cannot live another’s life.” (p. 240)

I hope you were able to tell with just those few glimpses the greatness of this book. It is a beautiful testament to life and living. A book to help one reach his greatest potential and grasp his dreams.” – **A Novel Source**

“A beautiful book of ideas for making our lives more meaningful and exploring that which lies beneath the surface in our minds. It was a book I would pick up and read sometimes at odd moments, sometimes when I was troubled and needed to read about one of the topics. I often read the sections over again on different days. The book is filled with a lot of positive thoughts and inspiration. It’s a different kind of book that’s a little hard to classify, but one definitely worth reading.” **Joanne aka PT Cruiser**

“This one gets four stars. I genuinely found the material educational and inspiring. The author’s suggestion to simply open the book at will and read proved to be quite inspired. Everyone should be able to find at least one section of the book that calls to him or her. This is definitely recommended for the spiritually inclined.” **Beth’s Book Review Blog**

“A direction in life is all some people need. “*Manual for Living: A User’s Guide to the Meaning of Life*” is a two-time cancer survivor’s plea to his readers to live their life to the fullest using the advice within. Stating the power of family, love, peace, changing one’s life for the better and being prepared for death, he has much to help readers fully embrace life. “Manual for Living” is a read that should be fully embraced by those who have lost their way.” **Midwest Book Review**

“*Manual For Living* gives you valuable insight necessary to enhance and enrich your life bringing you closer to fulfillment and true happiness. *Manual for Living* is full of wisdom to help you find your way. Every page is filled with human emotion about life, death, and everything in between. The writing is sharp and observant.” **TCM Reviews**

“The fact that Seth David Chernoff is a two-time cancer survivor is special, most can’t beat it the first time! However, I like how the book is setup in sections; Death, Time, Illness, Fear, Environment, Reality, etc. It makes it an easier read to go section to section. Each section isn’t very long although there are a lot of sections. With the sections being short, it feels that you are flying through the book. If you or someone you know is dealing with an illness, especially a life threatening illness, I think that this book could be very inspirational.” **Shawn Ann’s World (Blog)**

“I got to the section on “Fear of Death,” which addresses whether fearing death achieves anything, whether we can honestly experience life if we’re in constant fear of death, and, finally, what it is that we actually fear. This got my attention — and the book held onto it from that point. It discusses the importance of living in the present, perception, simplicity, change, and balance, to name a handful. For me, the most poignant and relevant sections of the book were those that dealt with releasing the past and not stressing over the future, in order to be “fully present to the magnificence of the moment. This is a valuable book, one that you won’t read once and leave sitting on your bookshelf. It is meant as more of a reference, a book you look to for guidance and encouragement to cut through the garbage so that you can be at peace with yourself (and those around you) and live your life to the fullest each day. You won’t go wrong with *Manual for Living*, and it would be a wonderful and appropriate gift for someone who is stuck in a rut or dealing with difficult times.” - **Simply Stacie**

“In the “Note To Reader” section at the beginning of the book, the author states that the book is not designed to be read from cover to cover, but instead to be read one section at a time. He suggests that you choose a chapter from the table of contents or randomly open the book when you need intermittent guidance. What a unique idea! Chernoff doesn’t hold anything back, he talks of death, time, illness, fear, the environment, reality, balance, happiness, peace and more. At the beginning of each chapter there are a few questions so that you can think about how your own life relates to that subject. There is also a quote related to each topic. I really enjoyed this book and think everyone could benefit from reading it.” – **Reading At The Beach**

“If everyone on this planet could have only one book, the *Manual for Living* would be my recommendation. Author, Seth David Chernoff carefully, concisely and accurately takes his reader on a step- by- step approach to the “art” of living. Not merely existing, in the cold, harsh physical sense, but living a happy, peace filled and full life. Uniquely beginning with “Death”, each chapter is only a few pages but filled with dynamic insight and practical recommendations on how to change our lives for the better. The vocabulary is easy to read and understand, the format is well laid out and complete, a book for everyone. Author, Seth David Chernoff is a two- time Cancer survivor, a marketing professional and author. He has an insightful approach that will enable readers to discover what all of us desire- our life’s purpose. **Highly recommended” - Shirley Roe, Allbooks Review www.allbookreviews.com**

Loving this guide of understanding how to live. I am loving this guide and it will sit next to my bible's! Everyone interested in living should have this guide! Your words for me are food for the soul, my pot of gold. It validates my new self and provides good sound direction for me to tap back inside of me and be who I was meant to be from birth. - **Helen F. Jones, Illinois**

This book could not have been more appropriate and needed. This gift you sent out to the world will forever be greeted with grateful and loving arms. Thank you for everything but most of all the keys. - **Claudia Remón, California**

Interview Excerpt From Writers Weekly

Tell us what inspired you to write *Manual For Living: REALITY, A User's Guide to the Meaning of Life*.

From as far back as I can remember, understanding the meaning of life has been a core tenant of my life. I spent over 20 years contemplating the realities of existence, reading voraciously, and paying close attention to life – the ups and downs, challenges, pain, and opportunities. When I was diagnosed with cancer the first time, I made the decision to start formally writing, even though I didn't exactly know what the outcome would be. I would write wherever and whenever possible – in the evenings after my kids went to sleep, on the weekend, at lunch, etc. I wrote for five years, all while working multiple jobs, raising my kids, and living my life. The finished book ended up at around 700 pages, and due to its magnitude, we decided to break it into three books. This is book one in the series and its called REALITY.

What sets your book apart from other self-help books?

The *Manual For Living* is probably like no other book you have seen or experienced, given its format and its content. When we start a book, we often feel this obligation to finish it. This book is never finished, and is not actually designed to be read from cover to cover, but instead picked up intermittently when you desire guidance along your path, and even then you randomly open the book to a page of your choice, and quite often you receive exactly the guidance you seek. There is also very little within the book that you have not already heard, but the context in which it is presented provides a tremendous opportunity for growth and understanding. We will all face tremendous obstacles, challenges and trauma in our life – that is inevitable. It is who we choose to be and how we respond to such opportunities that determine the quality of our existence.

What do you hope this book will accomplish for your readers?

True happiness and lasting fulfillment are available to all of us, but it is not one little thing that makes all the difference, but a little effort and guidance in every area of our life. The *Manual For Living* covers every aspect of our lives, from life to death, time, balance, illness, happiness, peace, etc. As we make subtle improvements in every area of our life, for example how we approach our work, to how we connect with our children, to how we listen to our truth – we become happier and more fulfilled in the process.

Did you have any fears when writing such a powerful book?

We all have fear, although it tends to be unique for each and every one of us. Our greatest opportunity is to find strength in the face of fear, whether being inspired by the prospect of our path and purpose in life, or perhaps even by fear of impending death. For me, writing the *Manual* was the easy part, but then I spent another five years editing, adjusting, tweaking the content, and constantly wondering if the book was complete and ready for distribution. I eventually realized that every time edited it, I was re-writing the book not necessarily because I needed, but because I was a different person. I also realized that at the rate I was going, the book was never going to be published. One day I made the decision that it was time; people needed to read it, and so I published it and have never looked back.

What is the number one thing in today's society that is standing in our way to happiness?

I would say it's a million little things that get in the way of happiness; from the way we approach finances, to how we manage time. It involves our level of balance, our health, how we sleep, how we breathe, and overall how we approach our life. However, the core

tenants of a life of happiness revolve around taking responsibility for everything that is within our control, letting go of everything that is outside of our control, expressing our kindness, our gratitude, and being of service.

What advice would you give to a person suffering with cancer?

Cancer, like many traumatic illnesses, challenges you physically, emotionally, mentally, and if you so allow it to – spiritually. For those suffering with cancer or with illness, I would remind you to be kind to yourself, and to those around you - realize that it's probably harder on those who love you the most. Remember to look forward in life and not backward. Try to move beyond the “why me” and into the opportunity of the moment. Death is imminent for all of us, but illness brings it right to the forefront, but try not to be afraid, there is nothing to fear. Be strong, open your heart, and make sure that the choices you make are in alignment with your reason for being. Lastly, laugh, laugh and laugh. Find any excuse to laugh. Rent funny movies, read funny books – and just laugh. None of us know how much life we have left to live, so lets make sure that we are living for the right reasons and making the right choices.

How were you able to turn something as negative as cancer into a positive?

We can learn from illness just as we learn from every obstacle and challenge. Life can be so painful at times if we choose to see it that way, but it also can be amazing, inspiring, and transformational. We have full control over how we choose to see and experience our life, and that is the greatest opportunity before us. We can be petty and mediocre in our life, or we can be gracious, empowering and inspirational – the choice is ours.

Did expect the book to be such a huge success?

I have always expected the Manual For Living book series to be tremendously successful, but not necessarily in the number of books sold, but in the number of lives affected. This book has a very important message, and it is my job to make sure the book gets in front of the people who need and want to read it. This book is a labor of love, and as such it is with incredible pleasure that I get to write about it, speak about it, and connect with such amazing people around it; wherever and whenever possible.

What is next for you, as an author?

This is book one in the Manual For Living series. The second book is called CONNECTION and the third is called PURPOSE, and I look forward to releasing those in the coming months and years. I am very excited to continue building a community around the Manual, to lecture, and to continue sharing the stories that have shaped my life and all of the lessons I have learned along the way. In the process, perhaps those who read the book won't have to suffer as I have, or possibly won't make the same mistakes I made. Even more, maybe we can all step forward into our greatness and be better stewards of our communities, and find greater levels of happiness through the choices that we make.

Additional note from the author:

We should all remember that the obstacles and challenges we face, and the associated, are unique to each and every one of us. We need to stop comparing ourselves to those around us, and instead look within for the guidance we desire. The Manual is designed to help you find clarity and guides you to your inner truth. We each have a unique path and purpose in life and it is our responsibility not only to discover that purpose, but to fulfill it. It doesn't matter the color of our skin, how much money we have in the bank, our religion or our blood type – we don't know how much time we have left. Death is inevitable, but living life is not. We have an incredible opportunity to experience the greatness of this life and to be of service to those around us.